



Costa Mesa Conference & Visitor Bureau Board Meeting Minutes December 6, 2012 Antonello's, South Coast Plaza Village

Attendees: Mike Hall (Chairman of the Board and GM of Westin), Susan O'Brien Moore (VP and GM of Ayres Hotel and Suites), Phil Campanelli (GM of Hilton), Sue Cooke (Treasurer and GM of Residence Inn by Marriott), Kandee Anderson (GM of Marriott), Naj Ekhals (GM of Best Western Plus), Charles Haber (GM of Crowne Plaza), Werner Escher (Executive Director of Domestic and International Markets), Christine Cordon (Public Affairs Event Coordinator) Chris Ramirez (AGM, of Ramada), Carolina Tallar (Destination Sales Executive, Marriott Costa Mesa), Jennie Hoffman (Director of Sales and Marketing, Westin), Michele Reyner (Director of Sales, Wyndham Costa Mesa), Lori Puddester (Director of Sales Crowne Plaza), Brenda Hanfling (Director of Sales, Ayres Hotel and Suites), Valter Elicker (Director of Sales Holiday Inn Express), Lisa Janulewicz (Operation's Manager, CVB), Kim Glen (Marketing Manager, CVB), Nathan Wheadon (Marketing Coordinator, CVB), and Paulette Lombardi-Fries (President, CVB).

Absent: Dan Joyce (Public Affairs Manager for City of Costa Mesa), Peter Papagelis (GM of Mastro's Steakhouse), Peter Naghavi (Director of Economic Development), Paul Sanford (GM Wyndham), Shetal Patel (GM Holiday Inn Express), and Terry Dwyer (President Segerstrom Center for the Art).

Public Comment-no comments or guests for this meeting were noted

Introductions of all attendees were made

September and October 2012 Review of Meeting Minutes

- Motion made to approve Sept. and Oct. 2012 meeting minutes by Phil, Mike and Kandee with no one opposing. Phil mentioned the accounting line/audit bill that was not accounted for. Paulette shared the audit took place in October and we are asking the CPA firm for the final invoice.

Year -To-Date Financial Spreadsheet Report-Paulette

- Distributed to all Board members. Paulette noted that \$300 was added to Ayres marketing fund line item and \$300 was taken out of the promotions line in October as our budget had two fewer rooms than what Ayres has. Motion to approve was made by Phil, Mike and Sue.

Culinary Board Update-Mike

- First year of restaurant week the Bureau raised a couple thousand dollars for charity and this past year the Bureau raised \$16,800. Antonio, the restaurant owner of Antonello's and other restaurants in South Coast Plaza (Quattro Café, Nello Cucina, and Antonello's Espresso Bar) will join our restaurant committee for 2013. Antonio stopped by at the end of the meeting to introduce himself.

Marketing Update- Paulette

- Bureau is working on completing the wedding tab of our new site. Bureau needs photographs from the Ayres and Hilton. Paulette asked if they could send them to her or Kim as soon as possible.
- Paulette shared we are continuing on with the Visitor Guide. Many additions and corrections have been made to it over the last few months. The Bureau would like to go to press with it by the holidays. Mike said the hotels should look over their pages before it goes to press. Paulette will make that happen.
- Update on Visa and SCP hotel promotion. Through November, the promotion had 943 room nights with three hotels still needing to get in their room night production.

Paulette shared this is turning out to be a great promotion and feels it could have done even better if all the links had worked. She also mentioned she reached out to all hotels whose links were not working correctly and asked for assistance in getting them resolved. Paulette also shared that the current hotel packages will END on January 15th, 2013 and to check your sites as some still say our offer goes through

June. Paulette will ensure you get the number of certificates needed if you have reservations that go past January 15th, 2013. Please let her know.

- In 2013 the city of Costa Mesa will turn 60. The CVB, specifically Kim will be on the city's committee to create a weekend event. The Bureau will also be working with Myriad to market this anniversary. Christine shared on Tuesday, December 11th, there will be a public meeting to discuss the 60 year celebration. Council members approved a list of people that were asked to be on the committee. Christine also mentioned the incorporation of the anniversary with restaurant week.
- Barrett-Jackson 2013. Our contract is still not signed. BJ is looking to have their event either on Father's Day weekend or the last weekend in June. Paulette mentioned another group changing their date, which effected BJ's dates. Scottsdale show is Jan. 13-20. The Bureau has budgeted for a few partners to attend this show. If anyone is interested, they should send Paulette an email. Mike mentioned the Vegas show was not very good. The kick off event was nothing like that of OC's. Werner mentioned we need to make sure the show is keep here in Costa Mesa.
- OC Marathon May 5, 2013-CVB will offer again transportation to and from the race start and finish lines. Two seats per room booked through Passkey will be allocated. CVB will also use the email addresses from last year to send out an Eblast for this year's race. Kim shared the page is completed on the Bureau's site but to please send her any additional special offers as she will include them onto the page.

Miscellaneous

- Mike shared that to better enhance the communication between the DOSMs and GM's, the Bureau will invite both to one meeting in 2013. The Board will make their motions and review financials. The DOSMs will be invited to attend the last half of the meeting where the Bureau will share marketing information.
- Mike also shared everyone has received the marketing presentation from Myriad and should have reviewed it. In March of 2012 at the retreat, the Board decided that the Bureau will create brand awareness by touching on the retail, arts and culinary diversity the city has to offer. The Bureau will concentrate on need times which are mid May-September 15th, holidays and weekends. Mike also mentioned the message needs to be clear that this is what the Bureau will spend the money on. He also stated once this hotel offer expires in January, the Bureau would promote the individual packages on the hotels' sites. He also mentioned Myriad has created a tool kit for any hotel that would like to place ads close to the Bureau's. Paulette mentioned Kim has emailed out the publications the Bureau will be advertising in a few months ago and will continue to let the Board know what future ads we will be running.
- Public Relations-Mike mentioned that Myriad would do any PR for us that is needed. Paulette shared that Kim has written press releases with the last one talking about the City of the Arts™ and how the Bureau will incorporate this trademark in our marketing endeavors.
- Werner has recently come back from Taipei. He is happy to share that South Coast Plaza has elevated their brand and look forward to working with the Chinese. He also shared the ONE Travel Conference February 5-7th at The Westin South Coast Plaza. In the past, it has been held at the Langham in Pasadena and in Miami. There will be many guest speakers some of which will include Caroline Beteta, Roger Dow and possibly Ed Fuller. The conference is for shopping, dining & cultural tourism and takes place every other year. Paulette will send out the registration forms via email if anyone is interested.

CVB Marketing Office Presentation-Kim Glen

- Presentation is enclosed.

Lunch began at 1:15.